GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4390
ANSWERED ON:14.12.2016
Radio Broadcasting in Local Languages
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the steps taken to spread local radio broadcasting in local languages to remote locations with particular focus on hilly and densely forested areas in North East and Northern Hill States;
(b) whether the Government runs programmes on Centrally sponsored schemes, information on local area development and awareness programmes on local radio; and
(c) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)
(a): Prasar Bharati has informed that the programmes broadcast by local radio stations of All India Radio are field based and in the local languages/dialects. AIR is constantly reviewing its content policy to tailor it according to the needs and aspirations of the people especially for people living in remote areas of the nation. AIR is broadcasting in 23 languages and 176 dialects throughout the country. AIR broadcasts programmes in 86 dialects in the North-East and 10 dialects in the hilly state of J&K, 14 in Himachal Pradesh and 2 dialects in the State of Uttarakhand.
The Government also grants permission to set up Community Radio Station (CRS) under the Policy Guidelines issued in the year 2006 for setting up of Community Radio Stations in India. As per these guidelines, eligible organisations can apply for permission to set up CRS in any part of the country including organisations working in North Eastern States. These stations cater to the needs and aspirations of the communities in local dialect(s) at grass root level. Besides this, this Ministry is organising awareness workshops in areas where no CRS exists to popularise the Community Radio Scheme. So far, 32 permissions have been issued in North Eastern States for setting up Community Radio Stations and out of which 03 stations are operational.
The guidelines on Expansion of FM Radio broadcasting services through private agencies Phase- III also stipulates that a permission holder has to ensure that at least 20% of the total broadcast in a day (reckoned

from 0000 hrs to 2400 hrs), is in the local language of that city and promote local content.
(b) &(c): Yes, Madam. The Policy guidelines for CRS allow Central & State Governments to sponsor programmes on Community Radio Stations about government schemes and issues of public interest. All India Radio also lends active, vigorous and extensive support to the centrally sponsored schemes launched by Government from time to time through its Programmes in varied radio formats and genres put out on its entire network. The AIR stations are regularly mounting programmes on different welfare schemes of Government of India. Subject Experts are called regularly to participate in these programmes which are targeted at the general audience as well as Special audience groups such as farmers and other rural people, youth, women, children, industrial workers etc.
Some of the schemes/themes/promos covered by AIR in recent months are:-

â€¢ Pradhan Mantri Jan DhanYojana.
â€¢ Swachh Bharat Abhiyaan.
â€¢ Beti BachaoBetiPadhao.
â€¢ Safety and Empowerment of Women.
â€¢ Make in India Campaign .
â€¢ Skill India Programme.
â€¢ Namami Gange.
â€¢ Deendayal Upadhyay Shramev Jayate.
â€¢ Pradhanmantri Fasal Beema Yojana.
â€¢ Pradhan Mantri Krishi Sinchayee Yojana-' Har Khet Ko Pani' and 'More crop per drop'
â€¢ Pradhan Mantri Saansad Adarsh Gram Yojana.
â€¢ 100 Smart Cities.
â€¢ Housing for All by 2022.
â€¢ Solar & Renewable energy.
â€¢ Promoting Tourism.
â€¢ Developing North-East.
â€¢ Soil Health Card.
â€¢ Van Bandhu Kalyan Yojnana.
â€¢ Campaign for universal immunization known as Mission Indra-dhanush'. '
â€¢ Awareness for the protection of rights of children.
â€¢ Demonetization scheme.
â€¢ Digital India campaign.
â€¢ Good-Governance-challenges and opportunities.

â€¢ Energy conservation.
â€¢ Accelerating growth with inclusion and equity
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